

Identity Action Team

Results Statements & Action Plans



Identity Strategy

We will enhance the Forest Lake Area Schools identity as a comprehensive academic, athletic, and arts educational leader resulting in high levels of community pride and support.



Forest Lake Area Schools recognizes the challenges of our community and is responsive through our educational programming.

- Identify a community liaison team, including representation from staff and students.
- The community liaison team will identify community challenges and share with the appropriate programs for incorporation into instructional program when necessary



Cost-Benefit Analysis

<p><i>Tangible Costs</i></p> <ul style="list-style-type: none">• Cost to cover subs for staff• Cost to cover staff and/or curriculum to respond to challenges	<p><i>Tangible Benefits</i></p> <ul style="list-style-type: none">• Increased opportunities for community to engage with staff• Leadership opportunities may increase graduation and college acceptance rate
<p><i>Intangible Costs</i></p> <ul style="list-style-type: none">• Time and effort for the members of the team to identify needs• Time for planning and preparation of programming identified by the team• Controversy from highlighting issues that are sensitive• May take time away from curriculum	<p><i>Intangible Benefits</i></p> <ul style="list-style-type: none">• Better communication with the community• Increased collaboration between the school and community• Community might feel more supported by the school, and the school might be more supported by the community• Students who participate will benefit by applying their classroom learning to real community issues• Opportunities may spark student interest and help students to decide on career fields



Our unified district “Ranger” brand reflects our commitment to inclusiveness and equity and includes intergenerational appeal.

- Identify existing identities and brands among our schools in the district.
- Identify commonalities between the existing identities and brands.
- Review our brand and refine it into one that is inclusive and honors all generations.



Cost-Benefit Analysis

<p><i>Tangible Costs</i></p> <ul style="list-style-type: none">● Cost of personnel involved● Marketing costs	<p><i>Tangible Benefits</i></p> <ul style="list-style-type: none">● More inclusive brand would increase interest in the district and thus enrollment as well● Increase ability to hire and retain diverse staff● Increased sales of FLAS merchandise
<p><i>Intangible Costs</i></p> <ul style="list-style-type: none">● Time/Process of creative and strategic work● Pushback surrounding the change	<p><i>Intangible Benefits</i></p> <ul style="list-style-type: none">● A feeling of inclusiveness of the communities under FLAS● Stronger relationships among all school aged students● Inclusiveness of many generations who have an opportunity for input● Buy-in from students who will have the opportunity to be part of the process



Community members have a keen interest in and understanding of the happenings in our district.

- Assign an individual to evaluate our current communications and their effectiveness.
- Develop a communications and marketing plan that illuminates and promotes our district.
- Identify a communications liaison team, including representation from staff and students, to facilitate communications with the various community groups, organizations and school programs.
- Communications are delivered in formats and languages that are tailored to meet the needs of all of our demographics.



Cost-Benefit Analysis

Tangible Costs

- Budget for a communications and marketing plan (i.e. electronic signage, print materials, etc.)
- Translation costs
- Possible staff costs

Tangible Benefits

- Increased enrollment or attendance
- Better or increased financial support from the community
- Increased community participation at events

Intangible Costs

- Time for the individual assigned to prioritize communication
- Time for staff to harness and use social media as a marketing tool

Intangible Benefits

- Easier to pass bonds or levies
- Increased communication
- Increased awareness of events
- Less negativity within the community



Forest Lake Area Schools hosts high quality school and community events, programs and opportunities that appeal to all ethnicities, cultures, ages, life experiences and interests.

- Assign a person to investigate what opportunities other districts are offering and how to access them.
- Seek out and evaluate other opportunities that may be available.
- Assign an individual to coordinate event planning and promotion.



Cost-Benefit Analysis

Tangible Costs

- Cost for someone to investigate or evaluate opportunities
- Cost to host events
- Cost for promotion of events
- Cost to pay for personnel who coordinate, support, or are part the events (i.e. security, custodians, etc.)

Tangible Benefits

- Experiences listed on student resumes and college applications result in greater acceptance rate for scholarships and postsecondary options
- Opportunities for stakeholders to generate income (i.e. concessions)

Intangible Costs

- Time for planning and preparation
- Backlash from those who are not interested or opposed to certain events

Intangible Benefits

- Greater understanding for many ideas, cultures, and perspectives
- Preparation for successful intercultural understandings and relationships
- Students gain greater confidence as they expand their comfort zones
- Opportunity to reach out to business for financial support
- Expertise gathered from other districts on what other opportunities exist and what we could be doing



The Forest Lake Area Schools educational experience includes inter-disciplinary project-based opportunities with community partnerships.

- Assign an individual to identify partnerships and project-based opportunities.
- Identify a program manager to develop a planning process and scope and sequence of projects.
- The program manager will oversee all projects to ensure continuity.



Cost-Benefit Analysis

<p><i>Tangible Costs</i></p> <ul style="list-style-type: none">• Additional cost for program manager• Supply and equipment costs• PD for staff	<p><i>Tangible Benefits</i></p> <ul style="list-style-type: none">• Increased alignment of curriculum with industry needs• Program required would directly drive efficiency in program dollars• Increased funding levels and broader field of potential donors• Increased likelihood of charitable gifts, equipments, or other items• Has the potential to be revenue generating for both the community and the district
<p><i>Intangible Costs</i></p> <ul style="list-style-type: none">• Added workload for staff involved	<p><i>Intangible Benefits</i></p> <ul style="list-style-type: none">• Vetting of student interests at the high school level allowing focused pursuit of postsecondary or other endeavors• Creation of distinction from other schools (like any real Ranger we are blazing our own trail)• Early connection of students into professional work and entrepreneurial space• Direct value add to community improving a positive response to referendum votes



Forest Lake Area School district is renowned for the collaborative and cohesive spirit between all schools and programs.

- Develop a committee with representation from each school and program.
- The committee will gather information about current practices, values and events in district schools.
- The committee will determine a creative method for open collaboration and communication across the district.
(e.g. weekly districtwide student-run newscasts)
- The committee will help to develop cross-school/program partnerships and events.



Cost-Benefit Analysis

Tangible Costs

- Transportation for student events
- Connection of websites into more than individual sites
- Cost of expanded opportunities (i.e. clubs, sports, etc.)
- Expanded facility and staffing cost for events

Tangible Benefits

- Increased attendance at events
- Save money by not duplicating offerings at each school
- Student retention and increased enrollment

Intangible Costs

- Time for the committee and collaboration
- Hours spent for staff away from homelife

Intangible Benefits

- Collaborative spirit through shared development
- Increased understanding of district happenings
- Cohesive identity of the district
- Overall strengthening of the individual identities of each school



Forest Lake Area Schools offers unique academic athletic and arts programs that set us apart from other districts.

- Assign an individual to evaluate what is unique about our district currently.
- Develop a think-tank to look for new and future opportunities.
- Assign an individual to work with a team to implement these opportunities.



Cost-Benefit Analysis

Tangible Costs

- Costs for
 - Staff
 - Curriculum
 - Facilities
 - Equipment
- Cost of evaluating current programs

Tangible Benefits

- Increased enrollment
- Increased revenue
- Higher placement in postsecondary
- Increased graduation rate
- Increased chances of educational initiatives being approved

Intangible Costs

- More responsibility for current staff
- Time for individual to carry out tasks and for think tank to meet

Intangible Benefits

- More well-rounded students
- Increased student engagement
- Greater exposure to different career fields
- Bragging rights as a district

